

choose
from the most
complete line
of envelopes
available

ENVELOPE SELECTOR GUIDE

and
PRESENTATION
FOLDER



TENSION ENVELOPE CORPORATION

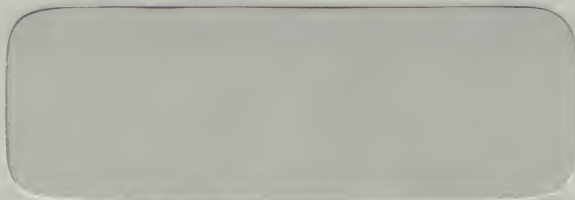
PEOPLE
TO PEOPLE
2401 GRAND AVE
KANSAS CITY,
MISSOURI
64141



NON-PROFIT ORG.
U.S. POSTAGE

PAID

PERMIT
NO. 4529



TO OPEN, PULL BOTH TABS

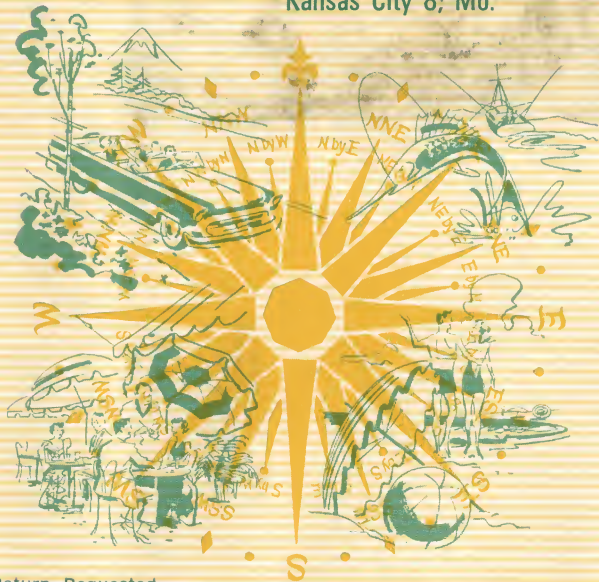


YOU CAN BE A "DIPLOMAT"...

THIRD CLASS



19th and Campbell
Kansas City 8; Mo.



Return Requested



U. S. POSTAGE
25⁸ CENTS

PAID

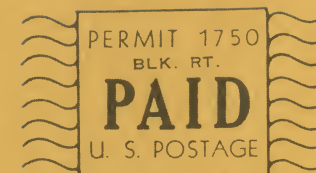
PERMIT No. 973

For an IMPORTANT announcement: PULL BOTH TABS



This is a Tension "STRIP-OPE"® Envelope
Manufactured of Sub. 24 Super Bulk Concord
And Lithographed In Two Colors.

BOX 857 • DES MOINES 4, IOWA



ANNIVERSARY CERTIFICATE ENCLOSED

Enclosed is a special 25th Anniversary certificate worth \$2.00, for the personal use of addressee only.

Use of this certificate within the next 21 days makes it possible for addressee to receive a full year of LOOK at the same low price paid by the public back in 1937.

If you win the enclosed "wager," you are invited to submit your suggestions along with your order. No prizes . . . no awards . . . just for fun.



STRIP-OPE PATENT PENDING

TO OPEN PULL BOTH TABS 

To Open ...

PULL BOTH TABS





816-GRand 1-3800

Tension ENVELOPE CORPORATION

19TH AND CAMPBELL STREETS
KANSAS CITY, MISSOURI 64108
April 22, 1965

Mr. T. Nelson, Consult.
Box 1546
Poughkeepsie, New York

Re: The Office

Dear Mr. Nelson:

Here is the "Idea Kit" of envelope samples you recently requested. We sincerely appreciate your interest and hope that in the near future, we can assist you with your envelope needs.

These samples are enclosed in a presentation folder which shows graphically that Tension can supply specialty envelopes which few, if any, others can produce - as well as the standard correspondence and mailing envelopes which are used daily by all types of businesses.

Many envelope users believe that all envelopes are essentially the same but there's a difference in stronger, more fully-gummed seams; a difference in greater flap depth; a difference in the curling factor of the seal flap .. and a very definite difference in the method of applying the window patch in an Address-Saver envelope. We invite you to compare these Tension envelopes with ordinary envelopes to see the difference for yourself.

We'd like to show you samples which are closely related to your exact requirements and tell you more about the art and creative design service we have available to help you improve the printed "image" of your firm. Our only business..and our only interest..is to provide you with envelopes that will give you the best possible performance.

Let us know about your specific envelope requirements and send us samples of the envelopes you are presently using. We'll make recommendations and submit prices based on our 75 years of experience. Again, our thanks for your inquiry and interest.

Cordially yours,

For Tension Envelope Corporation

Reply to: Mr. Stanley Engleman
Tension Envelope Corporation
Huyler & Wesley Streets
South Hackensack, New Jersey

7 Factories -

KANSAS CITY, MO. • FORT WORTH, TEXAS
DES MOINES, IOWA • MINNEAPOLIS, MINN. • ST. LOUIS, MO.
MEMPHIS, TENN. • SO. HACKENSACK, N. J.

STANDARD OR POPULAR SIZES—Special sizes and designs **TAILORED TO REQUIREMENT . . . ask your Tension Representative**

CORRESPONDENCE STYLE

COMMERCIAL STYLE

6 1/4*	3 1/2 x 6	9*	3 7/8 x 8 7/8
6 3/4*	3 3/8 x 6 1/2	10*	4 1/8 x 9 1/2
7*	3 3/4 x 6 3/4	11*	4 1/2 x 10 3/8
7 3/4*	3 7/8 x 7 1/2	12*	4 3/4 x 11
		14*	5 x 11 1/2

ADDRESS SAVER

Envelope Size	Std. Size Window	Std. Position from Left Bottom
6 3/4*, 7*, 7 3/4*	1 1/8 x 4 3/4	3/4" 1/2"
8 5/8* (3 3/8 x 8 5/8)	1 x 4	1" 3/4"
	1 1/4 x 4	3/8" 1 1/4"
	1 1/8 x 4 3/4	3/8" 1 1/4"
9*	1 1/4 x 4	3/4" 1/2"
	1 1/8 x 4 3/4	3/4" 1/2"
10*, 11, 12, 14	1 1/8 x 4 3/4	3/4" 1/2"

ADVERTISING STYLE

6 1/4	3 1/2 x 6
6 3/4	3 3/8 x 6 1/2
9	3 3/4 x 8 7/8
10*	4 1/8 x 9 1/2

ARTLINED STYLE

6 3/4*	3 3/8 x 6 1/2
8 5/8*	3 3/8 x 8 5/8
10*	4 1/8 x 9 1/2

BUSINESS REPLY-RETURN

In Direct Mail use, the 6 1/4, 6 3/4 and 9 are most often used. But for salesman mail, a Size 11, 12 or 14 is preferred.

PENNESEALTITE-POSTAGE SAVER

Pennesealtite envelopes with "Spot of Gum" on corner card end available for immediate shipment in size 6 3/4, 7 3/4 and 10. Available in any size with "Spot of Gum" on either end on a mill order. Postage Saver (deep side flap without gum spot) in stock in sizes 6 3/4 and 10—any size on mill run.

REMITTANCE STYLE

6 1/4	(3 1/2 x 6)	3 1/2 Flap
6 1/4	(3 1/2 x 6)	2 7/8 Flap
6 1/4*	(3 1/2 x 6)	3 1/4 Flap
6 1/2*	(3 1/4 x 6 1/4)	3 3/8 Flap
6 3/4	(3 3/8 x 6 1/2)	3 3/8 Flap
6 3/4*	(3 3/8 x 6 1/2)	3 1/4 Flap
9	(3 7/8 x 8 7/8)	3 3/8 Flap
11	(4 1/2 x 10 3/8)	4 1/4 Flap

SPECIALTY ENVELOPES STYLE

KARD KARRIER

3 3/4 x 6 3/4	with 2 1/4 x 5 1/2	Tab Card
3 3/4 x 6 3/4	with 3 1/4 x 5 1/2	Tab Card
3 3/4 x 6 3/4	with 2 3/8 x 3 1/2	Tab Card
4 x 9	with 3 3/4 x 3 3/4	Tab Card
5 5/8 x 8 3/8	with 3 1/4 x 5 1/2	Tab Card

Available in Most Sizes
To Answer the Requirement

SIM-PULL

7 3/4	3 1 1/4 x 7 7/8
9	3 7/8 x 7 1/2
10	3 7/8 x 8 7/8
	4 1/8 x 9 1/2
	4 3/8 x 11
	4 3/8 x 11
11	4 1/2 x 10 3/8
	4 3/4 x 11
	6 x 9

EAS-L-BANK

3 3/8 x 4 3/4 with expansion

BOOKVELOPE

SIZE	FLAP EXTENSION
3 1/2 x 6	9 3/8"
3 1/2 x 7 1/4	9 5/8"
3 1/2 x 7 1/4	9 3/8"
3 3/8 x 6 3/4	8 1 1/2"
3 3/8 x 6 3/4	8 1/2"
3 3/8 x 6 3/4	6 1/8"
4 1/8 x 10	8 3/4"

CHECKVELOPE-FORMVELOPE

Checkvelope Popular Sizes:	Folded
Flat	3" x 5 1/4"
6 7/8 x 10 3/8	3 3/8 x 5 1/4"
8 1/8 x 13 1/2	3 1/2 x 6 1/8"
8 1/8 x 13 3/4	3 3/8 x 6 1/4"
8 1/8 x 14 3/4	3 3/8 x 6 1/4"

Many Other Sizes Also Available

Formvelope Sizes:

Flat	Folded
7 7/8 x 10 3/4	3 1/4 x 6"
8 3/8 x 11	3 3/4 x 5 1/4"
8 1/2 x 14 3/4	3 3/8 x 6 1/2"
9 1/4 x 16 1/4	4" x 6 3/4"

Also Available in Many Other Sizes and
Double Formvelope Style

ROUND TRIP

Popular sizes are:

Size 6 1/4—3 1/2 x 6 Open Side, with 5 1/2" flap extension perforated and gummed on return envelope with spot of gum for sealing.

Size 6 3/4—3 3/8 x 6 1/2 Open Side, with 5 5/8" flap extension, perforated and gummed on return envelope with spot of gum for sealing.

Can be delivered with flap sealed down ready for mailing or flap extended when additional enclosures are to be inserted.

Many Other Sizes Available
For Special Requirements

BANK-BY-MAIL

Available in sizes from 3 1/2 x 6 1/4 with 3 1/4 x 5 5/8 Deposit Slip to a return envelope 4 1/2 x 10 3/8 with deposit slip 3 3/8 x 8 7/8.

Also Available with Single Extension

MAILING STYLE

TOUCH-'N-SEAL—Popular Sizes

Open End—Touch-'n-Seal

3*	5 1/2* 7 Coin*	9 x 12*
4 5/8 x 6 3/4*		9 1/2 x 12 1/2*
6 1/2 x 9 1/2*		10 x 13*
7 1/2 x 10 1/2*		10 x 15*

Available with First Class and Air Mail
Border Identification!

Open Side—Touch-'n-Seal

6 1/4*, 6 1/2, 6 3/4*, 7 3/4*, 9, 10*

Attractively Artlined for Extra Privacy

Wallet Flap—Address Saver—Touch-'n-Seal

10*	4 1/8 x 9 1/2
11*	4 1/2 x 10 3/8

Bankers Flap—Address Saver—Touch-'n-Seal

9*	3 7/8 x 8 7/8
10*	4 1/8 x 9 1/2
11*	4 1/2 x 10 3/8

*Envelopes Carried In Stock For Immediate Shipment

BOOKLET (Open Side)

Sizes range from 3 3/4 x 6 3/4 to 9 1/2 x 12 5/8. However, the most popular sizes are listed below.

4 1/2 x 5 7/8*	5 3/4 x 8 7/8*
4 3/4 x 6 1/2*	6 1/4 x 9 5/8*
5 1/2 x 8 5/8*	8 3/4 x 11 1/2*

CATALOG (Open End)

4 5/8 x 6 3/4*	7 1/2 x 10 1/2*
5 1/2 x 7 1/2*	8 3/4 x 11 1/4*
5 1/2 x 8 1/4*	9 x 12 *
6 x 9 *	9 1/2 x 12 1/2*
6 1/2 x 9 1/2*	10 x 13 *
7 x 10 *	11 1/2 x 14 1/2*

Also Lens, Policy and Coin styles from 1 1/4 x 2 3/4 to 5 x 11 1/2 in all weights and kinds of paper.

FLAT MAILER and FLAT WALLET

The two most popular sizes are 9 1/2 x 11 3/4* to hold letterhead size and 10 x 15* to hold legal size papers.

CLASP and TENSION TIE

3 3/8 x 6 *	7 1/2 x 10 1/2*
4 1/2 x 10 3/8*	8 3/4 x 11 1/4*
4 5/8 x 6 3/4*	9 x 12 *
5 1/2 x 7 1/2*	9 1/2 x 12 1/2*
5 1/2 x 8 1/4*	10 x 13 *
(clasp only)	
6 x 9 *	11 1/2 x 14 1/2*
6 1/2 x 9 1/2*	12 x 15 1/2*
7 x 10 *	

KWIK KLASP (Open End)

Envelopes with the new, patented Kwik Klasp closure device are available from stock in these sizes:

6 1/2 x 9 1/2*
9 x 12 *
9 1/2 x 12 1/2*
10 x 13 *

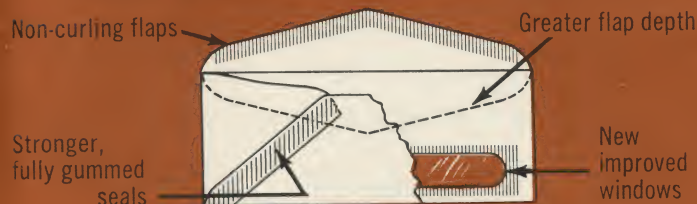
SAFETY MAILER and SAFETY EXPRESS

4 1/4 x 9 1/2*
5 1/2 x 11 1/2*†
6 x 12 *

†Also Available with Touch-'n-Seal

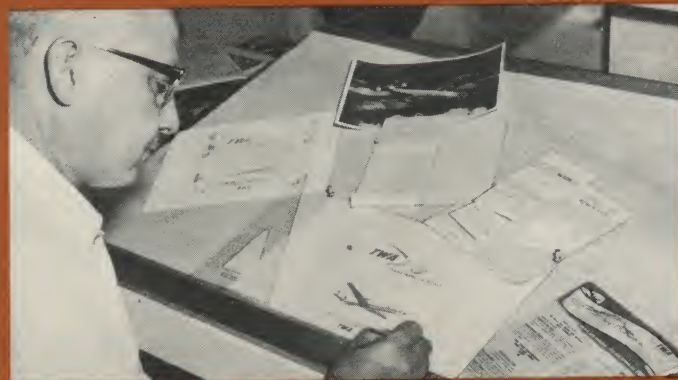
*Carried In Stock For Immediate Shipment

In TENSION Envelopes the difference is Quality



Every Tension envelope is designed and manufactured to give maximum service and performance. There's a quality about Tension Envelopes which you can see . . . quality in paper, in design, in gum and seams.

- Tension's special gums and application processes eliminate curling and assure quick, positive sealing.
- Tension envelopes have greater flap depth to provide maximum security of contents.
- The seams of Tension envelopes are heavily gummed to maximum width to withstand the rigors of mailing.
- The glassine or cellophane patches on Tension window envelopes are gummed to the extreme edges but not beyond! The smooth, flat interior is snag-proof for machine or hand-inserted enclosures. Truly—**SOLID SEAL** Address Saver® envelopes.



Creative Design ENVELOPES CREATE SALES . . .

That's why Tension maintains its own complete, fully staffed Art Department. These professional artists—who have designed sales-making envelopes for some of America's greatest companies—can help your business with Creative Design envelopes and creative improvement on your present envelopes. Ask your Tension Representative for more information about this unique Tension service.

FACTORIES

Kansas City 8, Mo.
19th & Campbell Sts.
Grand 1-3800

Ft. Worth 12, Tex
5900 East Rosedale
Jefferson 6-8311

Des Moines 14, Ia.
1912 Grand Ave
Cherry 4-4126

Minneapolis 1, Minn
129 North 2nd St
Federal 2-0547

St. Louis 10, Mo.
5001 Southwest Ave
Prospect 3-7700

So. Hackensack, N. J.
Huyler & Wesley Sts
Hubbard 7-1880

SALES OFFICES *

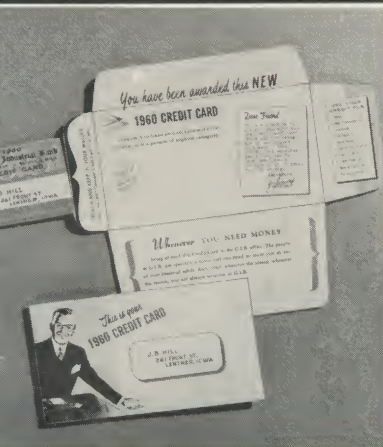
Chicago 10, Ill.
500 North Dearborn St.
Mohawk 4-0834

New York 16, N. Y.
270 Madison Ave
Lexington 2-6212



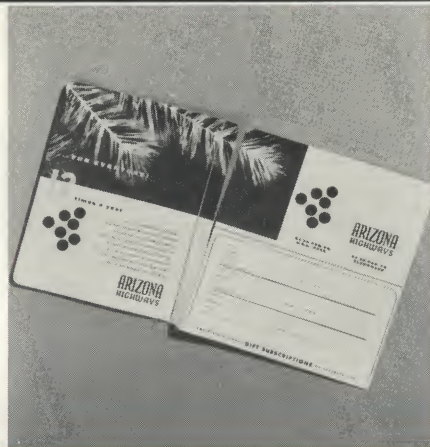
These envelope ideas ...Examine them...see what

SPECIALTY ENVELOPES



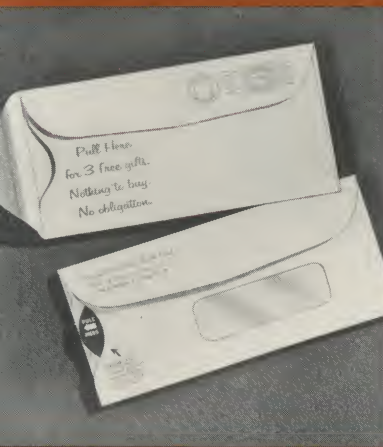
KARD-KARRIER®

Provides the undisputed attention value and pulling power of an envelope with the convenience of a self mailer. Delivered to you sealed, ready for addressing and mailing. Ample space on inside for your message, illustrations PLUS your membership, credit, identification, or business reply card carrying the name and address.



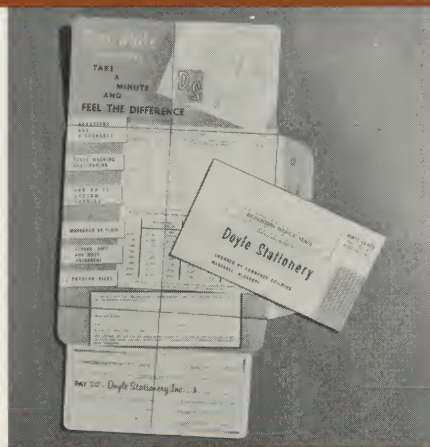
BOOKVELOPE® and BIND-IN ENVELOPE

A combination order blank and envelope that becomes part of your catalog. You bind it in (no chance of being lost) . . . trim it with your catalog. The back of the order blank becomes another page in the catalog. Choice sell copy specially positioned.



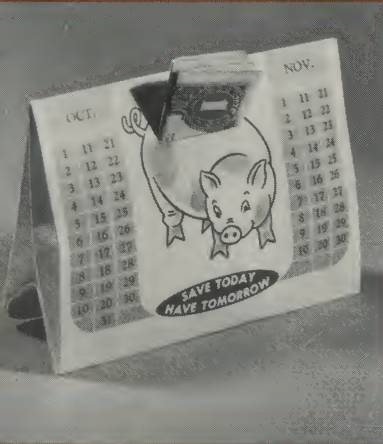
SIM-PULL®

New easy-to-open envelope for 3rd class mail.* Prominent pull tab intrigues receiver into opening envelope for your message. Extended pull-out flap provides extra advertising and merchandising space. Especially convenient for enclosing invoice to be attached to outside of merchandise. *Invoices too!



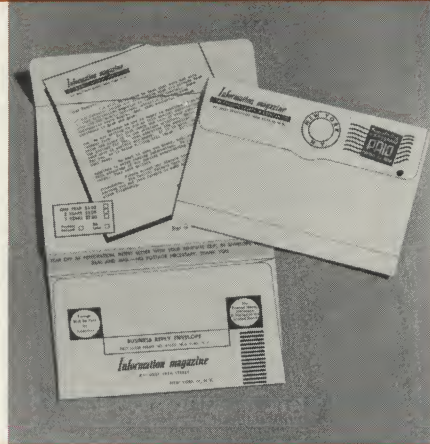
CHECKVELOPE®- FORMVELOPE®

Combines order blank, return envelope and blank check. This three-way simplified form increases the percentage of cash with orders. Makes it easy and convenient for customer to mail in orders. Can be used in catalogs, included with mail order or retail merchandise, or as a convenient way to get personnel and credit information.



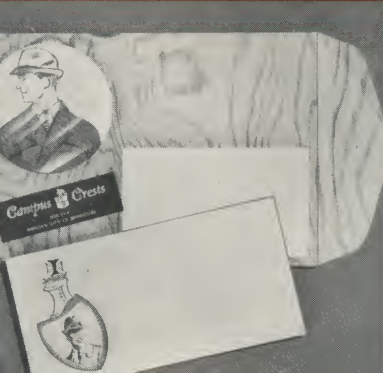
EAS-L-BANK®

A low cost, saving bank unit for promotions by banks, savings & loan companies and retailers. Also ideal for religious and charitable organizations to collect regular contributions. Unique design forms an easel and the expansion feature makes possible an unbelievable capacity.



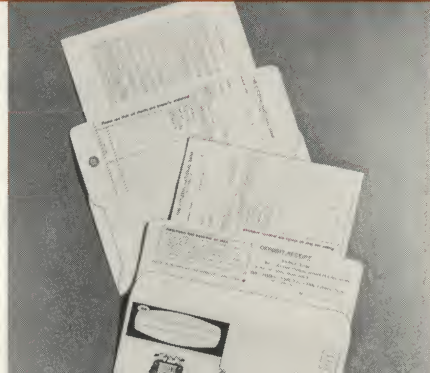
ROUND TRIP

The Round Trip is a complete mailing piece in one package: (1) an outgoing envelope, (2) the letter or circular, (3) and return envelope. Delivered sealed, you need only to address and mail. The same envelope complete with your original addressing returned to you. Here is an unusual envelope to vary the format of your mailings. Ideal for subscription renewals, premium notices, statement fund raising, mail order photo finishing, Direct Mail offers, etc.



DISPLAY WINDOW

Available in a wide range of sizes and shapes with one or more windows. Allows artwork and color of enclosures to act as "teaser" which shows through the Display Window. Takes advantage of the "attention-getting" value and color of insert.

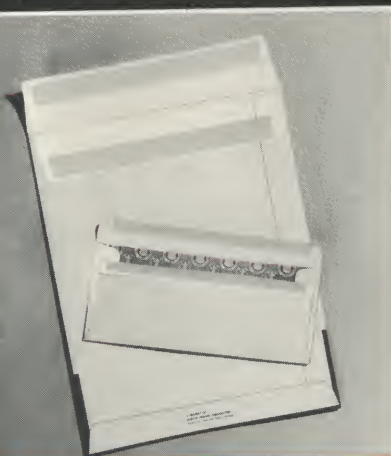


BANK-BY-MAIL

These envelopes not only stimulate mail banking, but also help the bank teller handle more accounts during slack period or after window closes. The envelope seals completely, can be registered and assures safety for checks, money orders and even currency. The back of the envelope, the deposit slip and receipt are recommended to merchandise bank service by illustrations and copy. Interior can be artlined for extra privacy.

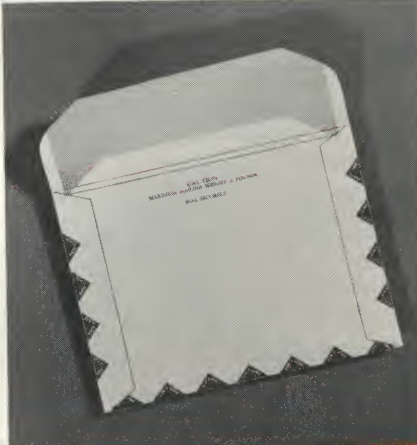
Have paid off for others they can do for you!

MAILING ENVELOPES



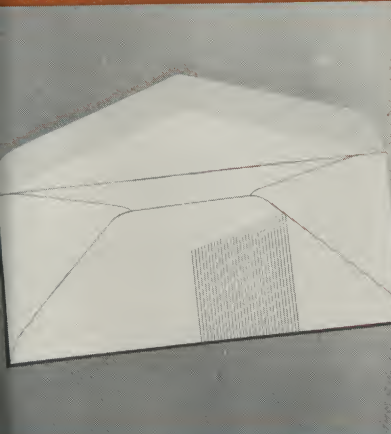
TOUCH-'N-SEAL®

Touch-'N-Seal seals instantly without moisture when latex strips come together. Fold flap, touch and it's sealed. The Open End style will save money by speeding packaging, payroll handling, catalog mailings, or bulky correspondence. The new Open Side Touch-'N-Seal is ideally suited for return envelope, confidential business correspondence, greeting cards, or personal stationery.



FLAT MAILER and FLAT WALLET

Flat Mailers with heavily gummed flaps are used for mailing important correspondence, manuscripts, reports, and documents without the necessity of folding these enclosures. Flat Wallets with ungummed flaps and with Tension Tie are used for carrying and filing. The open side construction of both envelopes permits easy insertion and removal of contents. Flat Mailers now available with moistureless Touch-'N-Seal for even greater security and speed and ease of handling.



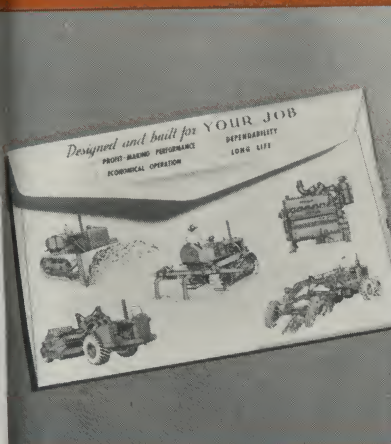
BANKERS FLAP

For unusually bulky correspondence. Can be crammed with important mail and will carry the load in safety. The Bankers Flap has a reserve strength far in excess of an ordinary envelope because of its extra sturdy construction which includes an unusually wide, high shouldered sealing flap with a heavily gummed strip 1½" deep to the extreme corners. Available with Touch-'N-Seal for even greater security, speed and ease of handling.



CLASP and TENSION TIE®

These sturdy envelopes are widely used for mailing bulky papers either first or third class. Tension Metal Clasps are non-tarnishing and rust proof, smooth and burrless so they will not injure fingers and can be opened and closed many times. The Tension Tie keeps contents under tension and better protected in the mail. One twist of the string around the bottom button closes it securely and the string WILL NOT PULL OUT!



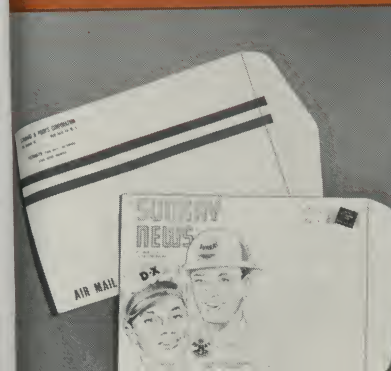
BOOKLET (open side)

Ideal for Direct Mail pieces and house organs. The concealed side seam construction lends itself to overall printing—front and back. Can be used for either first class or third class mailings. Fully gummed flap for extra protection. Operates perfectly through postage meter and open side facilitates hand or machine insertion.



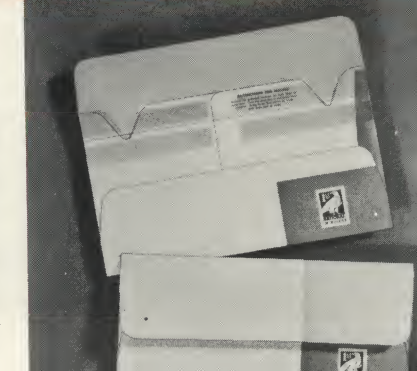
KWIK KLASP® (open end)

Any user of Clasp envelopes will find the patented Kwik-Klasp a tremendous time and money saver. Both small and large users will benefit. According to customer reports, savings of \$1.00 or more per thousand are realized through the speed and convenience of closing. The reinforced flap inserts into Kwik-Klasp fastener in a easy motion. Is firmly locked in place.



CATALOG (open end)

Built to handle the mailing of catalogs, reports, parts and price lists, magazines, etc. Heavily gummed seams and seal flaps insure maximum protection under most rugged conditions. Nurseries, jobbers, manufacturers, etc., use envelope space for printed offers, specials on catalog or non-catalog merchandise, and special services. Small coin sizes are popular for use by drug stores, payroll departments, lens manufacturers,



SAFETY MAILER and SAFETY EXPRESS

These envelopes are designed to protect valuable papers and currency that must travel by mail. Tension Safety Mailer envelopes conform to Post Office requirements that all points be sealed. There is a double fold top and bottom for greater strength. The deep, heavily gummed flap which overlaps the bottom fold leaves no seams exposed. The envelope is virtually tamper-proof. The patented Double Seal gummed inner flap folds

These envelope ideas have paid off for others
... Examine them ... see what they can do for you!

CORRESPONDENCE ENVELOPES



ARTLINED STYLE

Artlining provides privacy for enclosed checks, invoices, statements or confidential mail. In addition, the printed Artlining adds substance to the paper and a "feeling" of prestige and integrity. A special Artline Design . . . trade mark, building, slogan or trade name will provide privacy, and in addition, merchandising for the user. When design is reversed, excluding the inside flap, a watermark effect can often be obtained adding further value to the appearance of the envelope.



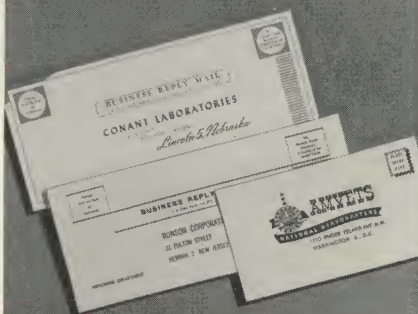
COMMERCIAL STYLE

Used for all business correspondence, either surface or air mail and made from bond, wave and kraft papers. Air mail is also made from Lite-Flite, a lightweight "air mail" Artlined paper. In small sizes, use for business reply, statements, invoices, etc. Large sizes handle bulky correspondence, with several enclosures.



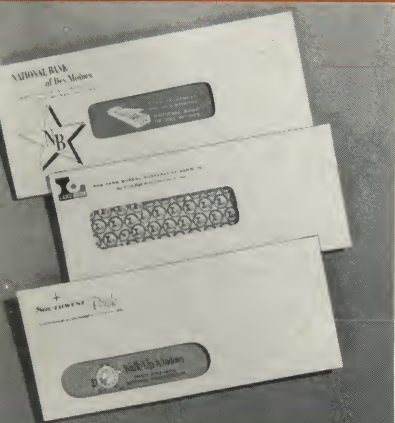
BUSINESS REPLY-RETURN

Whether requesting an order, a donation, an unpaid balance or a reply, you'll receive quicker and greater response if you enclose a Business Reply or Return envelope. Tests show that the convenience and suggestion of Return and Business Reply envelopes increase the returns. Such envelopes also speed branch office and salesmen's reports to the handling office. The slight extra cost of Business Reply postage is repaid many times in increased returns and faster response.



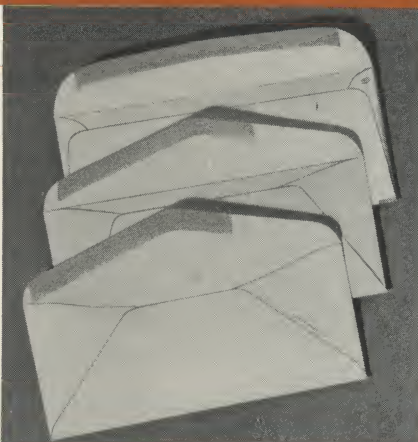
ADDRESS SAVER

While used particularly for statements and invoices, the glassine or cellophane window saves secretarial time on all correspondence by eliminating extra address and element of error. A message behind the window "billboards" your "Thank You" or name. The completely sealed patch improves appearance, avoids snags and improves operation of metering and inserting equipment.



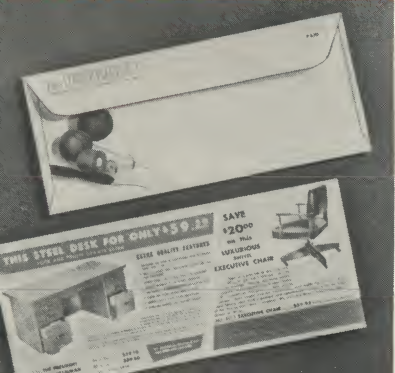
PENESEALTITE-® POSTAGE SAVER

Use Penesealtite or Postage Savers for Direct Mail, printed financial statements or for processed letters, each identical in content. Flaps are sealed. Save as much as one-half postage or more by using either Penesealtite or Postage Savers. Available with or without "Address Saver" in the three styles illustrated. For special effect check the possibilities of the "Sim-Pull" envelope illustrated on another page.



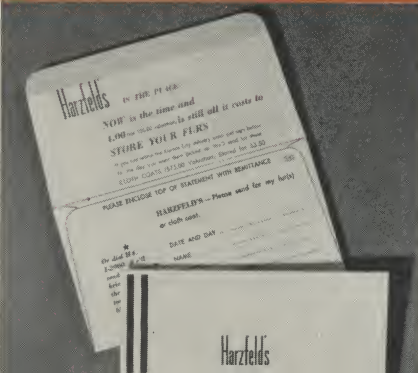
ADVERTISING STYLE

Used extensively in Direct Mail to illustrate the products or services and create a desire to get inside the envelope. The popularity of the Advertising Style is increasing with firms, organizations and communities for mailings other than Direct Mail. Available with printing on the entire face with the address or window on the flap side or vice versa.

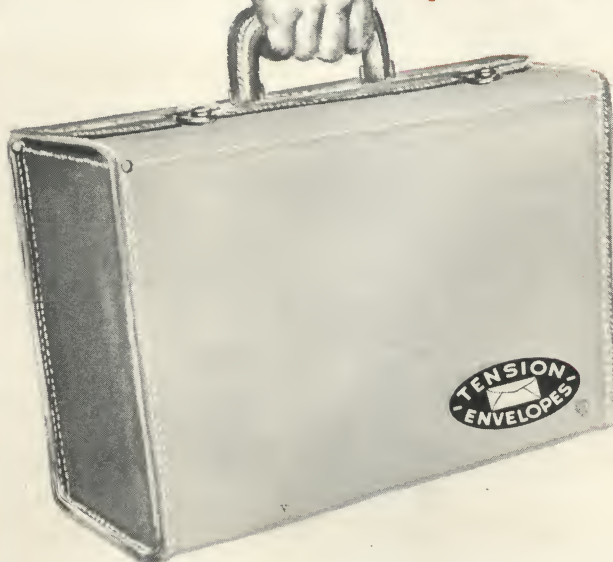


REMITTANCE STYLE

The Remittance envelope offers a time-saving, economical, convenient method of sending out payment notices, etc., and is also a return or business reply envelope. When remittance is made, the deep flap keeps private all detailed information. The imprinted address is positioned to show through an address saver envelope.



It pays to
know your
Tension
envelope
specialist



Why? Because envelopes, like most other things these days, call for the knowledge and skills of a specialist. The busy buyer can't expect to keep abreast of all the newer money-making and time-saving envelope developments.

That's why a Tension representative is such a good man to know. He brings you the experience, accumulated know-how and actual samples of solutions to literally thousands of envelope problems.

What's the cost of his expert advice? Nothing. On the other hand, it pays you. Why not use it the next time you place an envelope order?

TENSION ENVELOPE CORPORATION

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